

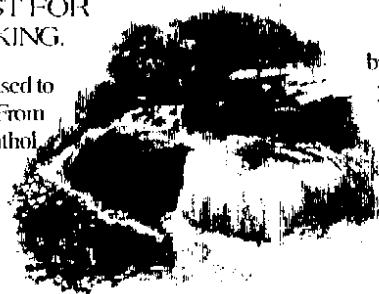
New from Merit

NICOTINE EXTRACTED REFRESHMENT

HOW NATURE SUPPLIED THE CATALYST FOR
THE NEXT BREAKTHROUGH IN SMOKING.

Cool, brisk, sparkling water. That's what we used to remove nicotine from the tobacco in NEXT From Merit, the world's first nicotine-extracted menthol.

There's nothing else like it in the whole Merit family. 97% of the nicotine has been removed. Taken away naturally by our patented N-EXT Process, the same way caffeine is removed from coffee. Leaving our mild, natural tobaccos mild and natural.



But while the nicotine is gone, the brisk menthol flavor is right where you want it.

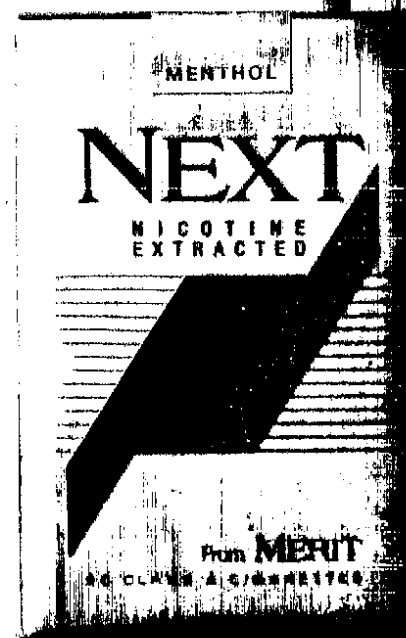
Refreshment without nicotine. It's a choice no other cigarette can offer.

NEXT From
MERIT.

WHAT YOU WANT
OUT OF A CIGARETTE.

Now you have a choice.

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.



Available in Lights, Ultra Lights, Regular and Menthol

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